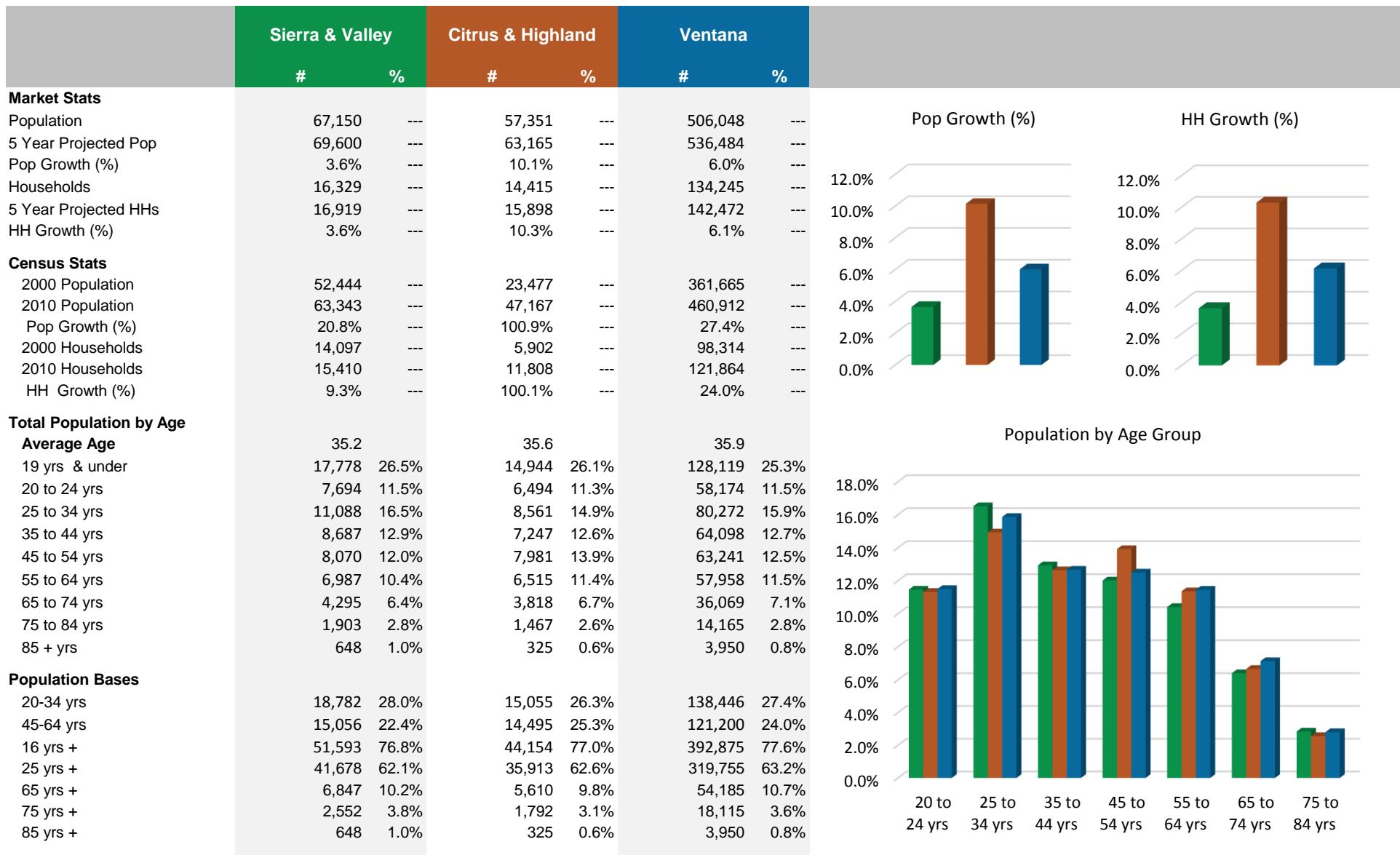


Consumer Demographic Profile

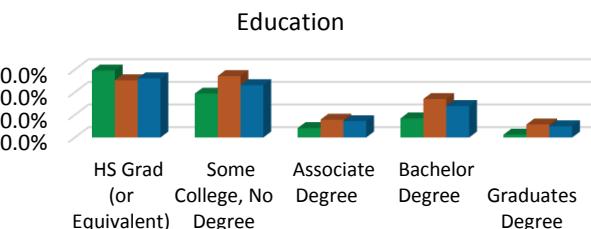
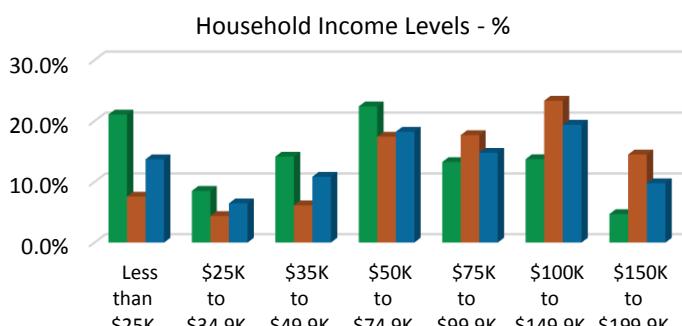
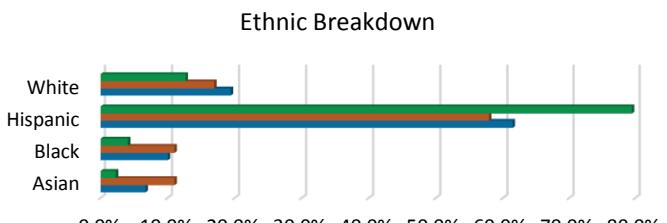
Site: Fontana Plaza
Address: E Foothill Blvd and Sierra Ave | Fontana CA
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Consumer Demographic Profile

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	Sierra & Valley		Citrus & Highland		Ventana		
	#	%	#	%	#	%	
Population by Race							
White	8,501	12.7%	9,707	16.9%	98,134	19.4%	
Hispanic	53,358	79.5%	33,205	57.9%	310,846	61.4%	
Black	2,739	4.1%	6,310	11.0%	50,678	10.0%	
Asian	1,524	2.3%	6,310	11.0%	33,851	6.7%	
Ancestry							
American Indian (ancestry)	164	0.2%	163	0.3%	1,196	0.2%	
Hawaiian (ancestry)	171	0.3%	131	0.2%	1,200	0.2%	
Household Income							
Per Capita Income	\$16,456	---	\$28,208	---	\$24,914	---	
Average HH Income	\$67,675	---	\$112,227	---	\$93,916	---	
Median HH Income	\$56,811	---	\$94,655	---	\$76,041	---	
Less than \$25K	3,440	21.1%	1,091	7.6%	18,429	13.7%	
\$25K to \$34.9K	1,392	8.5%	632	4.4%	8,684	6.5%	
\$35K to \$49.9K	2,314	14.2%	885	6.1%	14,558	10.8%	
\$50K to \$74.9K	3,658	22.4%	2,515	17.4%	24,500	18.3%	
\$75K to \$99.9K	2,166	13.3%	2,551	17.7%	19,868	14.8%	
\$100K to \$149.9K	2,246	13.8%	3,363	23.3%	26,055	19.4%	
\$150K to \$199.9K	769	4.7%	2,093	14.5%	13,126	9.8%	
\$200K +	345	2.1%	1,287	8.9%	9,025	6.7%	
Education							
Less than 9th Grade	41,678		35,913		319,755		
Some HS, No Diploma	7,716	18.5%	3,094	8.6%	36,473	11.4%	
HS Grad (or Equivalent)	7,568	18.2%	2,613	7.3%	37,007	11.6%	
Some College, No Degree	12,338	29.6%	9,089	25.3%	83,626	26.2%	
Associate Degree	8,084	19.4%	9,754	27.2%	73,885	23.1%	
Bachelor Degree	1,729	4.1%	2,830	7.9%	23,016	7.2%	
Graduates Degree	3,520	8.4%	6,110	17.0%	44,466	13.9%	
	527	1.3%	2,071	5.8%	15,878	5.0%	



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	Sierra & Valley		Citrus & Highland		Ventana		
	#	%	#	%	#	%	
Family Structure	13,682		12,798		112,669		
Single - Male	801	5.9%	627	4.9%	6,109	5.4%	
Single - Female	1,683	12.3%	1,354	10.6%	12,069	10.7%	
Single Parent - Male	802	5.9%	316	2.5%	4,459	4.0%	
Single Parent - Female	1,512	11.0%	929	7.3%	11,328	10.1%	
Married w/ Children	4,638	33.9%	5,125	40.0%	38,584	34.2%	
Married w/out Children	4,246	31.0%	4,448	34.8%	40,120	35.6%	
Household Size							Household Size
1 Person	2,019	12.4%	1,080	7.5%	16,546	12.3%	
2 People	2,742	16.8%	2,616	18.2%	27,460	20.5%	
3 People	2,435	14.9%	2,463	17.1%	22,992	17.1%	
4 to 6 People	6,917	42.4%	6,893	47.8%	55,149	41.1%	
7+ People	2,215	13.6%	1,362	9.5%	12,097	9.0%	
Home Ownership	16,329		14,415		134,245		
Owners	9,659	59.2%	11,457	79.5%	88,602	66.0%	
Renters	6,670	40.8%	2,959	20.5%	45,642	34.0%	
Components of Change							Civilian Employment
Births	905	1.3%	714	1.2%	6,513	1.3%	
Deaths	338	0.5%	266	0.5%	2,541	0.5%	
Migration	-259	-0.4%	2,083	3.6%	3,457	0.7%	
Employment (Pop 16+)	51,593		44,154		392,875		
Armed Services	71	0.1%	60	0.1%	246	0.1%	
Civilian	32,227	62.5%	29,936	67.8%	254,149	64.7%	
Employed	29,543	57.3%	28,212	63.9%	235,218	59.9%	
Unemployed	2,684	5.2%	1,724	3.9%	18,931	4.8%	
Not in Labor Force	19,366	37.5%	14,218	32.2%	138,726	35.3%	
Employed Population	29,543		28,212		235,218		
White Collar	11,991	40.6%	16,330	57.9%	128,334	54.6%	
Blue Collar	17,552	59.4%	11,882	42.1%	106,884	45.4%	

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	Sierra & Valley		Citrus & Highland		Ventana		
	#	%	#	%	#	%	
Employment By Occupation	29,543		28,212		235,218		
White Collar	11,991	40.6%	16,330	57.9%	128,334	54.6%	
Managerial executive	1,879	6.4%	3,249	11.5%	25,937	11.0%	
Prof specialty	2,816	9.5%	5,363	19.0%	38,751	16.5%	
Healthcare support	1,102	3.7%	1,156	4.1%	8,279	3.5%	
Sales	2,512	8.5%	2,348	8.3%	23,601	10.0%	
Office Admin	3,682	12.5%	4,214	14.9%	31,767	13.5%	
Blue Collar	17,552	59.4%	11,882	42.1%	106,884	45.4%	
Protective	594	2.0%	998	3.5%	5,894	2.5%	
Food Prep Serving	1,813	6.1%	1,425	5.1%	12,404	5.3%	
Bldg Maint/Cleaning	1,366	4.6%	452	1.6%	7,432	3.2%	
Personal Care	806	2.7%	813	2.9%	6,226	2.6%	
Farming/Fishing/Forestry	105	0.4%	38	0.1%	873	0.4%	
Construction	4,464	15.1%	3,127	11.1%	24,740	10.5%	
Production Transp	8,403	28.4%	5,029	17.8%	49,315	21.0%	
Employment By Industry	29,543		28,212		235,218		
Agri Mining Const	3,580	12.1%	2,641	9.4%	20,526	8.7%	
Manufacturing	2,508	8.5%	2,233	7.9%	20,686	8.8%	
Transportation	5,369	18.2%	2,773	9.8%	29,796	12.7%	
Information	237	0.8%	432	1.5%	2,919	1.2%	
Wholesale Retail	4,608	15.6%	4,086	14.5%	36,776	15.6%	
Fin Insur Real Estate	691	2.3%	1,323	4.7%	10,862	4.6%	
Professional Services	598	2.0%	1,398	5.0%	9,824	4.2%	
Management Services	19	0.1%	0	0.0%	183	0.1%	
Admin Waste Services	1,668	5.6%	703	2.5%	10,573	4.5%	
Educational services	4,955	16.8%	6,892	24.4%	48,554	20.6%	
Entertain services	2,652	9.0%	2,405	8.5%	20,167	8.6%	
Other Prof services	2,053	6.9%	1,490	5.3%	12,773	5.4%	
Public admin	603	2.0%	1,838	6.5%	11,581	4.9%	

